REMARKS/ARGUMENTS

Favorable reconsideration of this application is respectfully requested in view of the above amendments and the following remarks.

Claims 1, 5, 7-14, and 17-19 remain pending in this application. By this Amendment, Claims 1, 5, 7, 8, 11-14, and 17-19 have been amended. Support for the amendments to Claims 1 and 13 is found, by way of non-limiting example, in the specification page 17, lines 9-16 and lines 20-24, page 19, lines 8-10, and page 21, lines 13-16. The other amendments to the claims have been made for consistency of recitations and to place the claims in a preferred form for U.S. practice. Accordingly, it is respectfully submitted that no new matter has been added.

In the outstanding Office Action, Claims 1, 5, 7-9, 11-14 and 17-19 were rejected under 35 U.S.C. § 103(a) as being unpatentable over LoBiondo et al. (U.S. 5,305,199, hereinafter "LoBiondo") in view of Tami et al. (U.S. 2004/0059634 A1, hereinafter "Tami") and Landesmann (U.S. 2002/0053076 A1); and Claim 10 was rejected under 35 U.S.C. § 103(a) as being unpatentable over LoBiondo in view of Tami and Landesmann as applied to Claims 1 and 8 above, and further in view of Kobayashi et al. (U.S. 2004/0083260 A1, hereinafter "Kobayashi").

LoBiondo is directed to a system that "[t]hrough remote interactive communications capabilities, the system can automatically or semi-automatically submit orders for supplies, receive information relating to estimated and/or delayed shipping dates, and update the status of the inventory on the basis of confirmed shipment or order receipt information."[1] In LoBiondo a "user interface module is connected by a suitable databus 19 for providing signals to and receiving signals from an inventory tracking system module 20 that tracks the inventory and reorder status of consumable supplies, such as marking materials in the form of

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[1] Column 1, lines 46-52.

toners or inks, and recording media, such as paper sheets."[2] This is accomplished in

LoBiondo because "usage information can be derived relating to the number of sheets of each

size of paper or the amount of toner or ink used in the predetermined time period."[3]

LoBiondo has a remote communications capability[4] "so that information to and from

a remote supplies ordering location can be effected."[5] In LoBiondo "[e]xpected delivery and

shipment information can be transmitted via link 27b to reprographic machine 10 and

displayed on the UI 12 of reprographic machine 10 or another of the reprographic machines

in the network 28."[6]

LoBiondo fails to describe automatically authenticating user in displaying the

advertisement as recited in amended Claims 1 and 13.

Tami is directed to a system in which "inventory management systems are interfaced

with the store's host computer."[7] In Tami:

> hand-held units 58 are designed to read the bar code of
> stock items. The hand held units 58 are interfaced with an in-
> store Point of Sale (POS) system in the inventory management
> system discussed earlier to provide and display current
> inventory and pricing data on each stock item bar code that it
> reads.[8]

Tami describes a manual cashier sign-on and sign-off procedure as being standard for

all operators on all terminals. Tami states [c]ashier sign-on requires entry of a minimum two

(2) or three (3) digit customizable) cashier number and a minimum two (2) digit secret code

(password)."[9] Regarding customer demographic capture, Tami states:

> Customer Demographics capture 120 is implemented
> using an Express Customer Card to identify the preferred

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[2] Column 2, lines 38-44.
[3] Column 2, lines 62-65.
[4] Column 3, line 17.
[5] Column 3, lines 18-20.
[6] Column 3, lines 42-46.
[7] Paragraph [0012].
[8] Paragraph [0054].
[9] Paragraph [0300].

>   expressed Customer. When a customer requests an Express
>   customer card, and Express customer file is established at the
>   host computer.[10]

Finally, with regard to a special event promotion, <u>Tami</u> states "[t] later in the store, when the

cashier scans or key enters the Express Customer Card 186 the POS system 108 passes the

card number to a cache with request for shopper data from the Customer file 188."[11]

Therefore, there is no description in <u>Tami</u> of automatically authenticating the user and

displaying the advertisement as claimed in the amended Claims 1 and 13.

<u>Landesmann</u> describes "storage devices 44 and 46, which for example may be

implemented by disk and CD-ROM drives or arrays for storing one or more searchable

electronic databases that include buyer personally identifiable data, buyer preference data and

buyer purchase data."[12] <u>Landesmann</u> indicates that "buyer entities would submit information

on their credit card statements and other verifiable information on their past purchases."[13]

Other examples include a buyer submitting a proof of purchase by using a credit card or a

smart cart.[14]

Therefore, <u>Landesmann</u> does not describe automatically authenticating the user in

displaying the advertisement as recited in amended Claims 1 and 13.

Neither <u>LoBiondo</u> nor <u>Tami</u> nor <u>Landesmann</u> describes a user identifying part that

automatically authenticates the user having an identifying device, a checking device that

checks the mailbox storage area of the authenticated user for an advertisement, a display

device that displays the advertisement for the authenticated user, or displaying the warning

relating to the remaining amount only for a specific user authenticated by the user identifying

part as recited in Claims 1 and 13.

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[10] Paragraph [0488].
[11] Paragraph [0498].
[12] Paragraph [0122].
[13] Paragraph [0111].
[14] Paragraph [0149].

Kobayashi fails to correct the deficiencies of LoBiondo, Tami and Landesmann

because Kobayashi neither describes nor renders obvious the features of Claims 1 and 13

described above.

It is respectfully submitted that Claims 5, 7-12, 14 and 17-19 are patentable at least

for the reasons argued above with regard to the claims from which they depend.
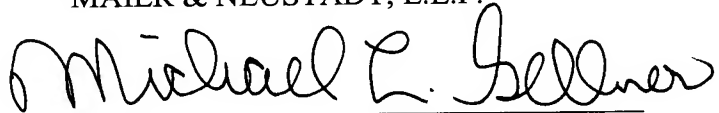
Accordingly, it is respectfully requested that the rejections of Claims 1, 5, 7-14 and

17-19 be reconsidered and withdrawn, and that Claims 1, 5, 7-14 and 17-19 be passed to

allowance.

Consequently, for the reasons discussed in detail above, no further issues are believed

to be outstanding in the present application and the present application is believed to be in

condition for formal allowance. Therefore, a Notice of Allowance is earnestly solicited.

Should the Examiner deem that any further action is necessary to place this

application in even better form for allowance, the Examiner is encouraged to contact the

undersigned representative at the below-listed telephone number.

Respectfully submitted,

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